IDPA Training Provider Programme

Enabling Adoption, Consumption and Better Returns on Training Investment

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Customer needs and their definition of value are constantly changing.

Modern technology architectures are an increasingly complex arrangement of products and services from many different vendors. The effort to design, provision and operationally execute organizational strategy requires careful, collaborative and on-going attention to detail. Compliance with the plethora of regulations and the need to remain constantly vigilant for new threats, new vulnerabilities, remains a key issue for businesses of all types and complexity.

Major and multi-layered changes in the regulatory landscape are having profound impacts; the convergence of technologies such as hybrid cloud models, security frameworks and software-defined data centers are challenging the capabilities and the bandwidths of the strongest staff members. As a trusted advisor, facilitator and broker of training programmes, supporting business growth or adherence to compliance frameworks, it's imperative that you're providing appropriate solutions. Training must therefore be proactively positioned to ensure the effective adoption and consumption of technologies' latest tools.

Left unaddressed, projects falter, and return on investments, solution adoption and consumption models erode. The channel is also besieged by increased post-sales support costs as customers struggle to effectively employ new tools and resources. Historically, delivery of training has been left to the customer. That is no longer practical or productive. The channel has an opportunity and a responsibility to advocate for, and orchestrate professional development in support of the customers' ability to embrace new regulatory environments.

With the IDPA by your side, you're able to quickly and easily add our implementation focused training solutions and services to your portfolio, giving you the ability to help your clients build the skills required to adopt and benefit from mainstream solution investments.

The IDPA is the ideal resource for helping you grow your business, become a more strategic partner for your clients and offer more value to your current solutions.

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Partner Program with Low Barriers of Entry
and High Returns

The Value of a Flexible, Channel Partnership

We offer you the ability to leverage our training in a variety of ways. Bundle our training with your hardware, software, and/or service offerings. Leverage it to train your staff for improved customer support and product deployments. Or simply expand your current training portfolio and offer your clients more opportunities to keep skills and knowledge current.

Reasons to Partner

- Address your and your clients' skills shortages, outdated skills and changing job roles
- Provide holistic, turn-key customer solution for a competitive advantage
- Increase sales, sales margins and profitability
- Enjoy a quick route to market for adding education services with minimal investment
- Expand product and services portfolio
- Accommodate customer needs with flexible delivery models
- Save time, resources and money by leveraging our expertise as the global leader in the Data Protection training industry
- Simplify, streamline and reduce the number of training relationships you manage
- Minimize post-sales support costs while adding a new revenue and margin stream
- Leverage our partner enablement programs to empower your team(s) to sell and design more effective client solutions

How We Partner - Reseller Partnership

Our Reseller Partner program is for companies who already provide clients with education products and services. With support from the IDPA, you can leverage our offerings and sales ability to extend your product portfolio and generate additional revenue. We offer different levels of margin opportunity, depending on your plan to actively market and sell our product portfolio. Your role is focused on either reselling and coordinating with us or the scheduling and delivery of training, depending on the relationship we agree with you. For example, you could either sell our training programs or deliver these same programs.

Partner Benefits, Friendly Pricing, Programs & Processes

We're confident in our ability to augment your line card AND customer relationships. The regulatory landscape has shifted quickly and dramatically. Your staff and clients need training to effectively develop, implement, administer and manage solutions. We're an ideal partner to make it happen. In addition, we're laser focused on providing an outstanding experience for our resellers. We offer:

- Aggressive reseller discounts
- Attractive margins
- The flexibility to add back-end rebates
- Partner promotions and incentives

- A dedicated account management team
- Sample marketing materials for repurposing
- Course uploads or access to co-branded white label site

Partner Requirements

- Quarterly business review
- Regular cadence of marketing campaigns/communications

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Ensure a Quick Route to Market and Exceptional Customer Experience

Strong and Diverse Partnership Model

As the largest global provider of Data Protection training, we have deep and well-established relationships with the solutions community. We embed these solutions into our training programs. You can therefore rely on us to offer the widest array of up-to-date courses covering cloud, security, software, hardware and more.

Accreditedation

All of the IDPA training programs are subject to the scrutiny of our Accreditation partners at the National Accreditation Service. We are accredited to ISO 17024: Conformity assessment of persons, which is reflected in the quality of our Certification based courses.

The Broadest Portfolio of Data Protection Courses

We're uniquely positioned to provide the training your customers need. We offer training from Foundation through Practitioner and Data Protection officer level, as well as the worlds first Auditing framework.

Agnostic, Vendor/Product Specific and Mixed Content

The IDPA has distinguished its training approach with the incorporation of broad "category training" for topics such as Governance, Risk Management, Program Development and Assurance. Our courses are tailored for customers who want to understand the use cases, pros and cons, or cause-and-effect relationships that may govern their approach to a particular strategy. These courses do not promote a particular product or vendor — they instead provide a more holistic thought process and are designed to give customers greater insight into the alternative solutions they are evaluating.

We do however, highlight the availability of solutions in the marketplace, to both provide insight and to open doors to our business partners. Entire responsibility for the selection or implementation any given solution is left with the solution provider. The majority of our solutions providers see real value in this relationship. We do also create training programs for our solutions providers. These can be covered under our Accreditation and lead to Certification, if required, adding another layer of credibility to your training offering. These enterprise quality courses include labs, hands-on experience, challenge-based training and world class instructors. In partnership with the IDPA, you are empowering professional development and solution optimization.

The majority of today's technology solutions have evolved into complex, integrated environments comprised of many discrete parts. Each of these components has the potential to impact the entire ecosystem. Due to the breadth of our offerings, we are the leading provider of training for "mixed" environments. For example, we can combine training elements for a particular application and the cloud delivery engine it will be running on. We refer to this as "X on Y" and it completely differentiates us in the training industry. It clearly increases a reseller's ability to be the trusted advisor and broker of technology empowerment.

Customer Training Lifecycles Create a Value Opportunity and Annuity Revenue Streams

New product introductions, releases, patches and staff turnover are daily developments for your customers. Each carries the potential for disruption and risk to organizational stability, software license agreements and relationships. They also offer you the opportunity to deliver value and secure a stronger customer relationship through our training development and training solutions. Whether you're implementing a project with a new account, enhancing an existing client environment, or simply maintaining the operational capabilities of your client's staff, the IDPA empowers your customer.

Gain Global Influence

Whether your clients are Fortune 100 or SMB, they're likely to have distributed facilities and staff. The IDPA has locations in the EMEA region, the Americas and Africa. We deliver training in more than 100 countries giving you the ability to serve your clients around the world. A partnership with us removes the complexity of skills enablement and puts you in position to support your customers across the full expanse of their enterprise.

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Flexible Delivery Model

Customer training requirements and time constraints are often at odds. IDPA training delivery is designed to meet a wide variety of needs. We offer the following delivery formats: Classroom Live (classrooms conveniently located near you and your clients), Private Group Training (on-site, instructor-led training), and Virtual Classroom Live (instructor-led, real- time). Our unparalleled delivery options give your customers greater flexibility in maximizing training while preserving operational bandwidth and efficiency.

Enterprise Approach

There are many choices for training — colleges, vendors, the internet and many others. Our enterprise approach separates us from the rest. We emphasize the importance of lasting and applicable skills for a specific application and focus on the goal of customer empowerment. Our instructors, labs, materials and support model are designed to enable projects, processes, careers and organizations. Each student is given the instruction and support needed to establish a high degree of competency and execution capability. As a result, your customers avoid the limitations associated with canned, one-size-fits-all, or context-free training. Our enterprise approach consistently establishes the depth of operational execution capabilities required to achieve organizational empowerment.

Examination Program

Through our relationship with Pearsonvue, we also consider the examination process. Simple, easy to access, online examination environments mean our course delegates no longer need to travel to seek out confirmation of their newly acquired skills. All that is required is an internet connection, a suitable desktop or laptop, and the exam itself is delivered via our Proctored Online Test environment. We deliver exam vouchers to our Training Providers to facilitate this process. This process was developed for our channel partners and represent a simple, flexible and innovative approach to delivering exams. Furthermore, through our relationship with Credly, all successful exam candidates automatically receive a digital badge denoting their success, shareable on a number of social media sites including Linkedin, Twitter, etc, and designed to provide a simple, easily managed format for confirmation of success, either for personal gratification or to alert potential employers as to the achievement itself.

Quality Control

Our products are constantly subject to improvement. This approach ensures your sales teams are selling the most effective training solutions to your clients. Your clients can then be assured their staff are taking advantage of innovative solutions focused products and tools. The idea is to transform technology-led solutions into business-led engagements with a collaborative effort across the organization. Reinforcing that today channel partners as being viewed by their clients as a strategic partner in helping them reshape their businesses, better align technical solutions to their targeted capabilities, and remain competitive and relevant in the digital arena.

Contact Us to Learn More

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